



Presenting a Model to Determine and Explain the Antecedents and Consequences of Customer Online Experience in Social Media with a Structural Equation Model Approach

Ali Reza Jafari¹; Mehdi Zakipour^{*2}, Marjan Rajabi³

¹PhD student of commercial management, Islamic Azad University, Qazvin, Iran, Email: almahdiejreaw@gmail.com

²Assistant Professor of Commercial Management, Qazvin, Islamic Azad University, Qazvin, Iran

^{*}Corresponding Author

³Assistant Professor of Department of mathematic and Statistics, Islamic Azad University, Qazvin, Iran

Information of Article

Article history:

Received: 8 Jun 2023

Accepted: 26 Jun 2023

Available online: 30 Jun 2023

Keywords:

customer online experience, social media, grounded theory approach

ABSTRACT

Social commerce, as one of the new forms of electronic commerce, will be the dominant form of future commerce, and paying attention to the customer experience in that environment has been emphasized by most marketing activists. Despite the importance of customer experience in social commerce, limited studies has been done in this field and therefore there is no clear understanding of social customer experiences. Research on what constitutes customer online experience is an important area of internet marketing research that needs further exploration. The purpose of this research is to provide a model to determine and explain the antecedents and consequences of customer online experience in social media. This research is a quantitative one that was conducted using structural equations modeling approach. The statistical population of the research includes users of social media (Instagram, Telegram, Twitter, WhatsApp, etc.) who were customers of online shops, and a total of 384 people were studied using simple random sampling. The data collection instrument was a questionnaire, and its construct validity was examined through professors and experts, and its reliability was examined with Cronbach's alpha test. Analyzing data was done through structural equation modeling using SPSS 24 and PLS software. The findings of this research showed that all the hypotheses (except the fourth hypothesis) were confirmed. The modeling of structural equations in the research was based on 6 structures including environmental factors, customer retention, ease of work factors, product purchase factors, customer orientation factors and product competitive factors, which had a significant impact on the online experience of customers in social media. Therefore, according to the findings of the research, in order to strengthen them, it is suggested to pay special attention to these dimensions in the planning and implementation of online marketing programs and activities in the network and social media, and it is possible to use obtained dimensions and categories and their content in evaluating the performance of the social media and e-commerce.

1. Introduction

In the past, advertising was done in conventional, untargeted and traditional ways through magazines, television, radio and direct mail. These methods were not very effective; because it was difficult to target specific buyers (Scott, 2010). The advent of the Internet and social media has revolutionized traditional marketing forever, and social media has changed strategies and tools for communicating with customers. Companies are always trying to attract the attention of consumers and the emergence of social media has provided them with a new field. Intense competition has forced companies and marketers to always look for new ways to reach their customers, and this practice has led to the development of social media marketing. Currently, social media has become an integral part of our lives and has become an important factor in influencing various aspects of our behavior in terms of purchasing, commenting, rating, and the like, and has enabled various businesses to reach their target audiences more effectively.

Social networks such as Facebook, Twitter, Pinterest, Instagram, etc., have changed the path of internet marketing. Currently, the number of monthly active users on Pinterest alone, which is newer than other social networks, is around 450 million (Pinterest, 2021). This statistic shows how useful social media platforms can be for companies in promoting their brand, products and services. Social media also gives its users the freedom and ability to review the products and services they use. This is effective in influencing other potential customers and also helps the company in receiving useful feedback about their products or services and ultimately leads to improved products/services and a better positive customer experience.

In such a situation, the experience of social customers has a great impact on the fate of the business, and positive and negative verbal advertising resulting from the positive or negative experience of the customer is decisive. On the other hand, social commerce has an effect on the components of customer experience, and customer experience, in turn, is effective on social purchase and social sharing intention (Zhihaben and Shihab, 2016).

Some studies have shown that in online shopping and through social networks, 75% of customers use comparison software before choosing a product, and 79% consider the value of comments written in social media as suggestions received from relatives and friends (Mohammadian and Naeli, 2017). They not only expect businesses to present their products and

services in the social media space they use; rather, they emphasize the type of social experience formed in such environments (Mohammadian and Naeli, 2017).

Users, who can increase the benefits received from networks consisting of their friends and relatives, expand the positive feedback of their communication and use these environments more (Sierra et al., 2016). Therefore, it can be said; Virtual communities have not only transformed the type of businesses and reproduced the definitions related to them, but also changed social environments (Dehdashti et al., 2016; Oliveira and Huertas, 2015). Regarding to above explanations, identifying the antecedents and consequences related to customer experiences in the social media environment, which is referred to as "customer social experience", is a vital factor for business owners. Therefore, in this research, an attempt is made to determine the antecedents and consequences of social customer experience in the form of a general model and provide it to business owners in such environments.

In a systematic review of social media literature, Kapoor et al. (2018) found that social media has been widely accepted as a marketing medium. In the private sector, social media is often used as a communication tool to promote and sell products and services. In the public sector, social media is often used to share information and encourage user participation. Social media creates an opportunity for social and professional communication beyond other media to communicate with the audience. Marketers employ relationship marketing strategies to build long-term, mutually satisfying relationships with key segments including customers (Jacobson et al., 2019). Today, a wide range of social media are active in the web space, and some of them, including Facebook, Instagram, LinkedIn, VK, Pinterest, etc., are suitable for business activities due to the nature of providing graphic space and communication possibilities among users. Some of these media such as Instagram are currently very popular and others such as Pinterest have a very high potential in branding and business introduction. Meanwhile, Pinterest is considered one of the most promising social media in marketing, and despite entering the market in 2011 as a startup; it is currently at the top of social business (Alexa, 2020). In addition, on the one hand, platforms and media are rapidly changing their status and nature in order to provide the possibility of advertising and business for their users and thereby increase their status and income, and on the other hand, definitely Cultural differences will cause that in similar foreign research, some influential variables related to the cultural, educational and personality differences of the target community, as well as the differences in the views of members of the community towards virtual space and media Social and technical matters, such as how to access these networks and the level of public trust in this space, are not considered and neglected, or the amount of impact for them is considered low. Therefore, there is a concern that the failure of Iranian researchers to enter this field and leaving the matter to itself has led to the growth of inappropriate procedures and business failures, and as a result, the country has fallen behind in this golden opportunity, and in the future, it will affect the way society interacts. Have a negative effect with modern methods.

According to what was said, based on the researcher's studies, a standard conceptual model was not found to measure and explain the antecedents and consequences of the customer's online experience in social media. Therefore, in this research, the researcher designed a native model suitable for social media marketing activities in Iran to measure the customer's online experience through the combined research method. Also, by reviewing the existing literature and theories regarding the online customer experience and the factors affecting it, it can be mentioned that most of the researches have examined two or more factors affecting the customer's online experience or its consequences. This issue has caused the researchers not to base their research design on a specific theory of customer experience and by identifying the factors and categories on a macro level, they seek to design and test the relevant model. Therefore, the purpose of this study is to provide a model to determine and explain the antecedents and consequences of customer online experience in social media with an approach based on structural equation modeling. This issue is important for both businesses and customers. From the point of view of business, it is important that by using the results of the current research and the presented strategies, they can improve their business and use the results of this research in order to promote and prosper their business. It is also important from the customer's point of view because customers are looking for satisfactory and excellent experiences and the present research can be a way to improve and improve customer experiences and responses.

2. Theoretical Foundations and Background

Social media: Andre Kaplan and Michael Haenlein (2010) define social media as:

Are a group of Internet-based applications that, relying on the technological foundations of Web 2, allow the creation and exchange of content produced by users."

According to the definition of Kaplan and Haenlein, social media use mobile and web-based technologies² to create a highly interactive communication platform through which people and communities share, discuss and modify content.

Social media can be seen as part of the evolution of the Internet. Today, we use the Internet to share information, opinions, and to collaborate and participate in online content (Van Levy, 2015). The Internet and especially social media have changed the way consumers and marketers communicate. Social media websites attract millions of users, many of whom have integrated these sites into their daily lives and businesses. Such a space, which is considered as virtual reality, with features such as no dependence on place and time, easy access, and facilities such as quick call and answering customers'

questions in real time, can be a good opportunity for a win-win deal. Today, the Internet has become a broad platform for commercial transactions and a strong media for marketing (Montazeri et al., 2014).

Social media is now being used as a means to grow an internet business and build a brand online without spending a fortune. In recent years, social media have been so influential in the online and offline lives of its internet users that the forms of mass communication have also been affected by these new media. Media messages sometimes change the actions of the audience and in fact encourage them to buy shares, change clothes, stop smoking, vote for certain people, diet or a certain form of behavior (Pourrashidi et al., 2013). Therefore, researchers define social networks as a diagram of relationships and interactions within a group of people that often play an intermediary role in spreading information, ideas, and influence among people (Kempe et al., 2003).

Customer experience: refers to all interactions between the customer and the business or organization, before and after the sale. This interaction includes awareness, purchase, communication, service delivery and support.

Pine and Gilmore (1999) introduced a different world to customer relationship management by expressing the concept of customer experience. Customer relationship management by looking at profitable customers and maintaining and continuing the relationship with them is known as customer-oriented. But customer experience management is not just about customer smiles and satisfaction. Harvard Business Review (2016) considers customer experience as the sum of all customer interactions with an organization; from the customer's initial acquaintance with the organization and finding the product/service of the organization to the purchase and continuation of all these interactions together, they create key moments for the customer that shape his experience of the organization.

Online customer experience: Online customer experience is a set of online customer interactions and online business through the web and social media (Sifi, 2019). The concept of customer experience has been explored in a wide range of business situations, including consumer marketing, service delivery, tourism, and retailing (Quan and Wang, 2004; Tsai, 2005). But now, with the development of the Internet, the field of online customer activities includes online shopping in a wide range. Among the product categories, online services such as banking, travel and theater reservations, access to news and information, as well as social networks have been provided for business and entertainment purposes (Novak et al., 2000). Therefore, online customer experience becomes an important concept for e-marketers responsible for the online business-to-customer environment, and especially in the field of online shopping, considering the increase in performance in online sales.

Understanding the customer's perception of the online environment and evaluating the overall service quality is still the focus of studies related to online customer behavior (Klaus, 2013). Several researchers were carried out using the "Electronic Service Quality Model" or ISROQUAL, (Parasuraman et al., 2005), which is an online developed model of the initial multi-item scale of the "Service Quality Model" or SERQUAL; they focused on customers' perception of service quality. However, just as in the offline environment, the focus of research is shifting towards the customer online experience (Nambisan and Watt, 2011). This change is partly due to the transition of website development from static websites (both e-commerce and informational sites) to dynamic and interactive websites that offer customers the ability to customize and interact with the online web environment. Previous research shows that providing an exceptional online experience will have a positive effect on customer online behavior (Amini, 2014).

Social customer: A social customer is a customer who, instead of being physically present at the place where the business service is provided, is connected online and through social networks and media with business and social commerce (Habibi and Adanvar, 2017).

Online shopping behaviors: According to Kotler's theory, customers' decisions in online shopping depend on marketing and advertising stimuli. According to Cutler, product information that is given to customers through advertisements and marketing techniques enters the minds of customers and then they react differently and decide to buy based on their personality and mental characteristics. According to Howard Shett's internet shopping model, customers' behavior in internet shopping depends on factors such as the influence of society, marketing factors (advertisements) and mental and psychological conditions of customers (Lien, 2011).

During the past years, various studies and models for online customer experience have been presented, and some of the most important ones are mentioned as background, which have also been used in various sources:

Jamipour et al. (2018), with the aim of presenting the framework of customer experience management in social commerce, conducted a research entitled "Designing the framework of customer experience management in social commerce: a mixed approach". The results of the research in the first stage of the research indicated that the customer experience management framework includes 7 dimensions and 46 indicators, and all the dimensions and indicators in the second stage of the research were confirmed by the experts. In the second stage, the dimensions of the customer experience management framework, in order of importance from the experts' point of view, include people, performance evaluation,

experience quality content, technology and tools, process, strategy and governance. Prioritizing the dimensions of the framework helps managers in how to allocate resources and focus on the most important capabilities. This research is among the first researches conducted in the field of social customer experience management and helps managers to create harmony in customer interactions during social commerce exchanges.

Khaluzadeh Mobarakeh et al. (2018), in a research titled "Designing a model for improving customer experience and response using social media marketing", with the aim of designing a model for improving customer experience and response using social media marketing, to identify the categories that promote Customer experience and response leads and the strategies required for it are addressed. This research has been done with the systematic grounded theory method. Data analysis was done through three types of open, central and selective coding, and finally the research model was obtained. This research showed that the categories of time management, Cost management, leisure time management, choosing the right product, the desire for well-being and comfort and social influence are the causal factors of customer participation and the use of social media marketing, and these categories are identified through research strategies, namely social media capabilities, customer mobility and dynamics, and perceived value lead to customer experience and response. Ardy Wibowo, et al. (2021), in a research entitled "Customer behavior as a result of social network marketing: the role of social network marketing activity and customer experience", have examined the role of social media in marketing strategy and argued that as part of the media Social, social network sites can be used by companies to establish direct communication and good relations with their customers. They also concluded that companies using social networking sites should choose appropriate marketing content to foster strong customer relationships that lead to sustainable performance for companies. This research has considered the activity of measuring "social network marketing" and customer experience to measure the quality of customer communication, which can affect customer behavioral results such as purchase intention, loyalty intention, and participation intention. The results of the research show that social media marketing and customer experience have a significant effect on the quality of customer communication, which also leads to a positive effect on customer behavioral results. This research showed that marketing content in order to achieve marketing goals and generate sustainable performance for companies must follow the dimensions of social media marketing and customer experience.

By investigating the effects of smart technologies on customer dynamics and customer experience, Foroudi et al. (2018) showed that the increase in the use of smart technologies by customers leads to the recognition of their influence on customer shopping experiences by professionals. In this research, a conceptual framework was created based on the existing scientific knowledge in the existing theoretical foundations, and using a survey, a random sample of 330 consumer buyers in a store (SEM) through two retail stores in London was tested. AMOS structural equation modeling was used to test the proposed model. This study contributes to the theoretical foundations of consumer behavior based on technology adoption. The findings of this research also focused on the role of customer dynamics and customer experience in accepting the innovative use of smart technologies in a retail environment. Smart technologies influence the understanding of the determinants of customer dynamics and customer experience.

Han S. T. Pham and Mohammad Faisal Ahmed (2017), in a study titled "Antecedents and Consequences of Customer Online Satisfaction: A Holistic Process Perspective", considering the entire online shopping experience, based on data collected from a survey of English consumers in 2016, examined the factors and consequences of online customer satisfaction. They found evidence that online shopping experiences, including ordering experiences, ease of return, and customer service responsiveness, are the most important factors in online customer satisfaction. Security assurance, customization, ease of use, product information, and ease of exit all have a significant effect, but at much lower levels, the effect of website appearance on customer satisfaction is not significant. Their findings show that online customer satisfaction leads to repurchase intentions and the likelihood of positive recommendations to others, but they are unwilling to pay more. They also found that the effects of product information, customization, order fulfillment, and customer service responsiveness on customer satisfaction were stronger for experience products than search products; while there is no significant difference in the influence of other determinants for search products and experienced products. Based on their findings, several theoretical and management implications have been presented.

3. Research Methodology

The current research is a type of quantitative research in which, using the structural equation modeling approach, the online experience of customers in social media was examined and a conceptual model was presented. The current research is descriptive, correlational in terms of method and practical in terms of purpose, and in accordance with the hypotheses, it deals with determining and explaining the antecedents and consequences of online customer experience in social media.

The PLS method focuses on maximizing the variance of the dependent variables that are predicted by the independent variables. This method, like covariance-based methods, such as Lisrel, consists of a structural part that represents the relationships between hidden variables and a measurement part that represents the relationships between hidden variables and their indicators. The statistical population of the research includes all social media users (Facebook, Instagram, LinkedIn, VK, Pinterest, etc.) who have at least one shopping experience from online sites. To determine the sample size and its method, the formula of sampling from the unlimited population and the simple random sampling method were used. Finally, 384 questionnaires that were completed online were analyzed. Table 1 shows the components of the questionnaire and the number of questions related to each variable.

Table: 1 The Components of the questionnaire

Dimensions of Questionnaire	Number of Questions	Questions	Reference
Environmental Factors	8	1-8	Loiacono (2014)
Customer Retention Factors	7	9-15	Safaei Ghadikalaei (2012)
Customer Experimental Factors	5	16-20	Researcher-Made
Factors of Ease of Working with Social Media	6	21-26	Safaei Ghadikalaei (2012)
Product Purchase Factors	8	27-34	Researcher-Made
Communicative Factors	5	35-39	Safaei Ghadikalaei (2012)
Customer-Oriented Factors	5	40-44	Researcher-Made
Competitive Factors of the Product	7	45-51	Shahdoost (2018)

4. Research Hypotheses and Conceptual Model

Strauss and Corbin (2014), state that grounded theory is a practical/interactive method for theory building. In foundation data theory, pragmatic paradigm model is used. Based on past studies summarized in Table 2, we found 8 main categories have been identified.

Table: 2 Previous achievements to determine and explain the antecedents and consequences of online customer experience in social media

Category type	Category	Experimental literature
Causal	Environmental factors of social media	Wibowo et al. (2021); Constantinides et al. (2010); Mohammadian and Naeli (2017); Dehdashti and Dehiar (2015).
Intervener	Customer retention factors Product purchase factors	Wibowo et al. (2012); HUI (2017); Klaus (2013); Martin et al. (2015); Mohammadian and Naeli (2017).
Background	Factors of ease of working with social media	Pham and Faisal (2017); Rose et al. (2012); Bilgihan et al. (2012); Jamipour et al. (2018).
Strategy	Customer experiential factors	Wibowo et al. (2021); Klaus (2013); Al-Mawali et al. (2012); Khanzadeh et al (2010); Dashti and Dhyar (2016).
Consequences	Customer-oriented factors Competitive factors of the product	Pham and Faisal Ahmad (2017); Fatima (2014); Yoon (2010); Jamipour et al. (2018); Mohammadian et al. (2017).

According to the given explanations, the basic model was designed to determine and explain the antecedents and consequences of the customer's online experience in social media as follows.

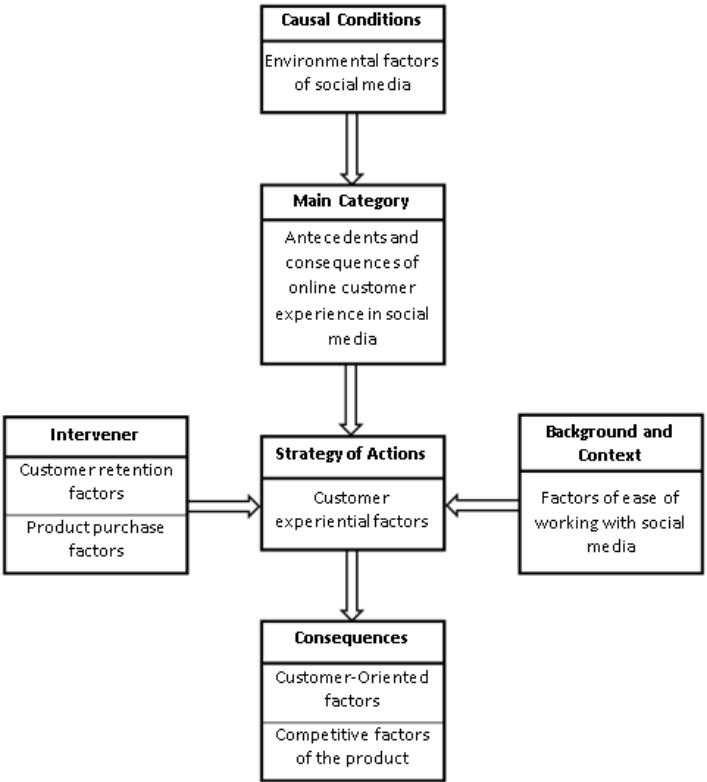


Figure: 1 Research paradigm model

According to the paradigm model presented in Figure 1, the research hypotheses emerged as follows:

- 1) The environmental factors of social media have an effect on the customers' experiential factors.
- 2) Customer retention factors have an effect on customers' experiential factors.
- 3) Product purchase factors have an effect on customers' experiential factors.
- 4) Factors of ease of working with social media have an effect on the customers' experiential factors
- 5) Customers' experiential factors have an effect on customer orientation factors.
- 6) Customers' experiential factors affect the competitive factors of the product.

According to the above hypotheses, the conceptual model of the research is as follows:

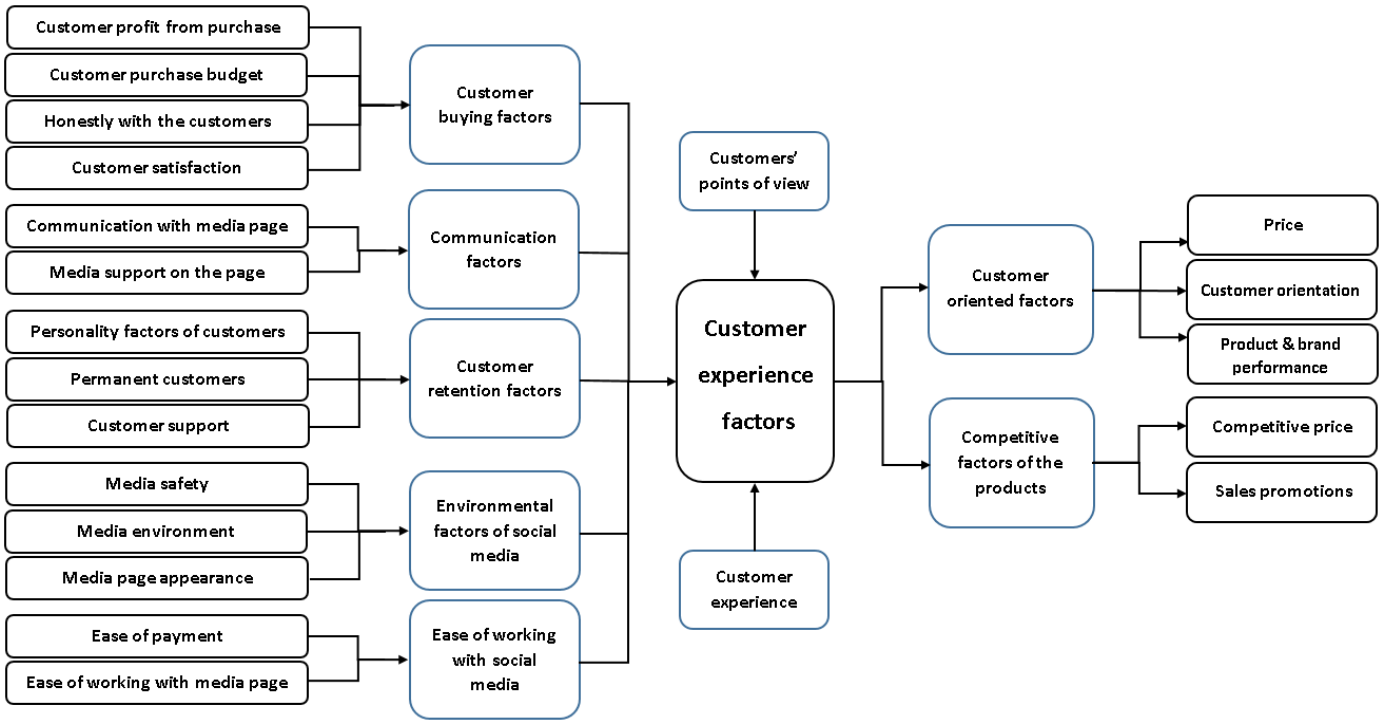


Figure: 2 Conceptual Model

To ensure the validity of the content of this questionnaire, three basic measures were taken: the indicators (questions) related to the variables tested in the questionnaire were deduced from previous researches and based on previous questionnaires or created by the researcher; To ensure the content validity of the questionnaire and its localization, the initial version was distributed among five managers and experts to provide the necessary suggestions regarding its content; After the corrections suggested by this group, two research experts in this field also approved the questionnaire.

Also, in this research, in addition to content validity, two methods of divergent validity and convergent validity have also been used to increase credibility and reliability. Also, the average variance extracted has been used to measure convergent validity. In order to calculate the convergent validity, Fornell and Larker (1981) have suggested the use of the standard of mean variance extracted. If the average extracted variance is at least 0.5, the indicators have a good convergence validity; in the sense that a hidden variable is able to explain more than half of the variance of its indicators (manifest variables) on average.

5. Data Analysis and Research Findings

After distributing and collecting the questionnaires, the demographic characteristics of the respondents were analyzed. The findings of descriptive statistics show that most respondents are in the age group of 26 to 35 years (equivalent to 57.29%). Also, 43% of the respondents have a bachelor's degree, which shows that they are familiar with research work and how to answer and understand the questionnaire. In terms of gender, equality is observed and the number of male and female respondents is almost the same. This feature reduces the role of gender in explaining customer experience and repeat purchases.

In the inferential statistics section, the normality of the model components and the sample adequacy test were first investigated. If the KMO value is less than 0.5, the data is not suitable for factor analysis.

If its value is between 0.5 and 0.69, factor analysis should be done with more caution; But if its value is greater than 0.7, the correlations between the data are suitable for factor analysis (Qazi Tabatabai, 2012).

The value of KMO in this research is 0.916, which shows that the samples are sufficient to perform factor analysis. Since the significance level of Bartlett's test is lower than the error level of 0.05, the research sample is adequate according to Bartlett's test. In order to check the normality of the research data, the Kolmogorov-Smirnov (K-S) test was used. The results of this test for research variables show that considering that all significant coefficients are less than the error level of 0.05, therefore, the distribution of data related to the variables of this research is abnormal; Therefore, PLS Smart software is used to test research hypotheses.

Cronbach's alpha value and composite reliability are shown in Table 3. The criterion for appropriate Cronbach's alpha value is at least 0.7. The combined reliability criterion was introduced by Wertz et al. (1974), and if it is higher than 0.7, it indicates the appropriateness of these two criteria.

Convergent validity: To measure convergent validity, the average variance criterion has been used. For this criterion to be appropriate, its value should be greater than 0.5. The values of this criterion in Table 4 indicate the appropriateness of this criterion for the model structures.

Table: 3 Values of reliability and convergent validity indices of the measurement model

Research Variables	Cronbach Alpha	Combined Reliability (CR)	Average Variance Extracted (AVE)
Link to Media Page	0.708	0.838	0.633
Link to Media Page	0.708	0.828	0.621
Media Security	0.834	0.9	0.751
Sale Promotions	0.837	0.902	0.755
Customer Purchase Budget	0.667	0.847	0.736
Customer Experiences	0.662	0.813	0.693
Customer Satisfaction	0.807	0.911	0.837
Product Competition	1	1	1

Ease of Payment	0.871	0.869	0.694
Ease of Working with Social Media	1	1	1
Ease of Working with Media Page	0.784	0.64	0.419
Customer profit from purchase	0.504	0.799	0.666
Honesty to Customer	0.528	0.798	0.668
Face pf media Page	0.704	0.83	0.621
Product and Brand Performance	0.684	0.825	0.614
Communicative Factors	1	1	1
Customer Experiential Factors	1	1	1
Customer Purchase Factors	1	1	1
Customer Personality Factors	0.845	0.905	0.761
Environmental factors of Social Media	1	1	1
Customer-Oriented Factors	1	1	1
Social media maintenance factors	1	1	1
Price	0.842	0.927	0.864
Competitive Price	0.718	0.876	0.779
Media Environment	0.721	0.872	0.774
Customer-Orientation	0.833	0.922	0.856
Permanent Customers	0.611	0.833	0.715
Customer Comments	0.805	0.809	0.6
Media Support	0.264	0.728	0.574
Customer Support	0.805	0.911	0.837
Link to Media Page	0.708	0.828	0.621
Media Security	0.834	0.9	0.751
Sale Promotions	0.837	0.902	0.755
Customer Purchase Budget	0.667	0.847	0.736

	Environmental factors of social media	Environmental factors of social media	Environmental factors of social media	Environmental factors of social media	Environmental factors of social media	Environmental factors of social media	Environmental factors of social media	Environmental factors of social media	Environmental factors of social media	Environmental factors of social media
Environmental factors of social media	1									
Customer-oriented Factors	-0.016	1								
Social media maintenance factors	-0.242	0.173	1							
Price	0.083	0.568	0.038	0.929						
Competitive Price	-0.006	0.359	0.059	0.656	0.883					
Media Environment	0.366	0.228	0.11	0.204	0.084	0.88				
Customer-Oriented	0.048	0.408	0.014	0.503	0.449	0.254	0.925			
Permanent customers	0.218	0.112	0.267	0.058	0.08	0.161	0.031	0.846		
Customer Comments	0.004	0.123	0.245	0.065	0.087	0.23	0.292	0.264	0.774	
Media Supports	0.162	0.431	0	0.469	0.412	0.292	0.682	0.148	0.128	0.758
Customer Support	0.156	0.179	0.336	0.088	0.092	0.152	0.006	0.808	0.291	0.103

Table: 4 Divergent validity

In examining the divergent validity by Fornell and Al-Rucker method, a matrix is created in which the main diameter is the square root of the average values of the extracted variance related to each of the variables of the research model. According to Table 4, the root mean value of the extracted variance of the research variables that are located in the main diagonal of the matrix is higher than the correlation between them that are arranged in the lower and left houses of the main diagonal of the matrix; Therefore, in this research, the variables in the research model interact more with their indicators than with other variables; In other words, the divergent validity of the research model is confirmed.

The overall fit of the above models has been checked by the GOF criterion, which is calculated as follows:

$$GOF = \sqrt{\text{communalities} \times R^2}$$

The obtained value of 0.652 for GOF indicates a strong overall fit of the model. After examining the fit of the model, the research hypotheses are now tested. The summary of research hypothesis testing is shown in Table 5.

Table: 5 Summary of the testing research hypotheses based on structural relationships results

Hypotheses	Path coefficients	T-Statistics	Sig
Environmental factors of social media -> customers experiential factors	-0.356	4.366	0.000
Customer retention factors -> customers experiential factors	0.296	3.785	0.000
Customer purchase factors -> customers experiential factors	0.265	3.283	0.001
Ease of working with social media -> customer experiential factors	0.115	1.538	0.125
customers experiential factors -> Customer Orientation Factors	0.278	2.892	0.004
customers experiential factors -> Product Competition	0.253	2.366	0.018

The output of the model based on path and significance coefficients is shown in Figures 1 and 2:

Diagram: 1 Structural model of research (path analysis) in standard estimation mode

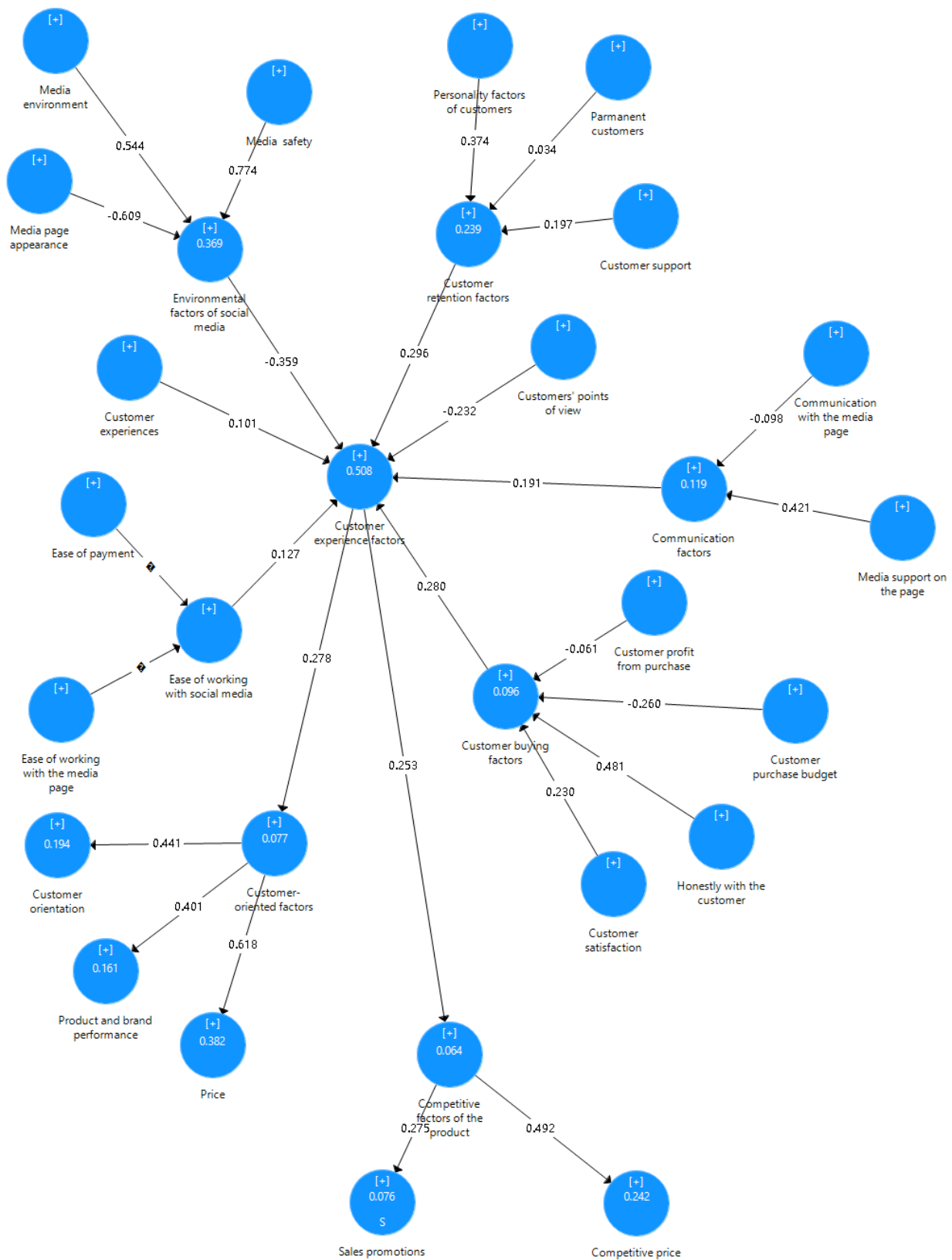


Diagram: 2 The structural model of research (path analysis) in the mode of significance estimation



6. Conclusions and Suggestions

The research data regarding the conceptual scope, examination and explanation of the antecedents and consequences of the customer's online experience in social media have been analyzed in the form of research hypotheses. Also, the results obtained for customer experience online in social media have been compared with the results of studies conducted in this field.

First hypothesis: environmental factors of social media have an effect on customer's experiential factors.

In the approaches of structural equations, the amount of T statistic is used to confirm the hypothesis. In this hypothesis, the standard coefficient of the effect of environmental factors of social media on the experiential factors of customers is equal to -0.356 and the significance value is equal to 4.36. Considering that the observed T statistic is smaller than 1.96, the significance of the obtained coefficient is confirmed and thus the first hypothesis is confirmed. The results of examining this hypothesis with previous studies, Martin et al. (2015), Loureiro and Roshek (2013), Wibowo et al. (2021); Constantinides et al. (2010); Mohammadian and Naeli (2017); Dehdashti and Dehyar (2016) are consistent. Based on this finding, it can be pointed out that providing physical evidence that indicates discipline in the work environment of the brand or company can have a positive effect on the customer experience and subconsciously attracts customers again. As the satisfaction of the physical environment of a brand that is reflected in the social media used, it can bring a positive experience to customers. Now, this physical environment can have various and a diverse factor, which certainly, no matter how much this variety and fit with the customers' interests, brings a positive experience for the customers. Also, the structure of the social environment of social media, the possibility of easy sharing of content and interaction with other users can provide a dynamic and lively environment and directly leave a positive and effective experience for customers. For example, in 2015, Martin et al., investigated this issue in a research and stated that paying attention to the elements that create a sense of aesthetics among customers can play an effective role in improving and expanding the emotional experience among customers, which is in line with the result of the present research.

Second hypothesis: customer retention factors have an effect on customers' experiential factors.

In the approaches of structural equations, the amount of T statistic is used to confirm the hypothesis. In this hypothesis, the standard coefficient of the effect of customer retention factors on customer experience factors is equal to 0.296 and the significance value is equal to 3.78. Considering that the observed T statistic is greater than 1.96, the significance of the obtained coefficient is confirmed and thus the second hypothesis is accepted and it is concluded that customer retention has a positive and significant effect on experimental factors. The results of examining this hypothesis with previous studies, Kumar et al. (2017), Bhattacharya et al. (2018), Hui (2017); Klaus (2013); Martin et al. (2015); Mohammadian and Naeli (2017) are consistent. The obtained result is consistent with the arguments based on the concepts and theories presented in the second chapter. It has been suggested in the research literature that customers' perception of service quality is directly related to variables such as satisfaction and loyalty, and it is expected that customer's loyalty is also effective on his experiential factors. In purchase decision situations, the customer's perception of the quality of services received in the past is activated in his memory and stimulates customer retention by helping to repeat the purchase experience. When a customer's perception of a product is more than his expectations, he feels satisfied, and the increase in satisfaction can be a reason for repeating the experience, or using it again online, and theoretically, it can be argued that the products purchased and the quality of the products are two things. They are very important that should be considered in the maintenance factors of the customer's behavior and the customer's personality, customer's gender, his culture and religion and behavior patterns are effective in this field.

The third hypothesis: Product purchase factors have an effect on customers' experiential factors.

In the approaches of structural equations, the amount of T statistic is used to confirm the hypothesis. In this hypothesis, the standard coefficient of the effect of product purchase factors on the experiential factors of customers is equal to 0.265 and the significant number is equal to 3.28. Considering that the observed T-statistic is greater than 1.96, the significance of the obtained coefficient is confirmed and thus the third hypothesis is accepted and it is concluded that product purchase has a positive and significant effect on the experiential factors of customers. The results of examining this hypothesis with previous studies by Wibowo et al. (2021); Pham and Ahmed (2017), Hui (2017); Klaus (2013); Martin et al. (2015); Mohammadian and Naeli (2017) is the same. For example, Pham and Ahmed (2017) stated in explaining this finding, factors such as customer purchase budget, customer honesty in purchase, customer profit from purchase and product satisfaction are considered as product purchase factors that affect customer online experience.

The fourth hypothesis: ease of working with social media has an effect on the customer's experiential factors.

In the approaches of structural equations, the amount of T statistic is used to confirm the hypothesis. In this hypothesis, the standard coefficient of the influence of factors of ease of working with social media is equal to 0.115 and the significance number is equal to 1.5. Considering that the observed T statistic is less than 1.96, the significance of the obtained coefficient is not confirmed and thus the fourth hypothesis will not be accepted. The results of examining this hypothesis with previous studies, Pham and Ahmed (2017); Kawaf and Tagg (2017), Bilgihan et al. (2016), Rose et al. (2012), Jamipour et al. (2018) is inconsistent. But it is consistent with the researches of Sheng and Teo (2012), Zatori et al. (2018) and Dehqan et al. (2015). In their research, they stated that ease-of-use factors, as a factor in the design of online sales websites, play an effective role in the customer's online experience. One of the reasons for the discrepancy between the results of their research and the results of the current research may be due to the difference in the culture and attitude of the selected online customers and the customers surveyed outside of Iran. According to the results of the research, the variables of communication, customization and perceived benefits are more important than the variables of ease of use, aesthetics and perceived pleasure. This shows that the ease of use does not determine the experience of online customers in Iran, and the current society pays more attention to the other benefits offered by online businesses.

The fifth hypothesis: the customer's experiential factors have an effect on customer orientation factor.

In the approaches of structural equations, the amount of T statistic is used to confirm the hypothesis. In this hypothesis, the standard coefficient of the effect of customer experience factors on customer orientation factors is equal to 0.278 and the significance value is equal to 2.89. Considering that the observed T statistic is greater than 1.96, the significance of the obtained coefficient is confirmed and thus the fifth hypothesis is accepted and it is concluded that the experiential factors of customers have a positive and significant effect on customer orientation factors. The results of examining this hypothesis with previous studies, Klaus (2013); Al-Mawali et al. (2012); Khanzadeh et al. (2018); Pham and Faisal Ahmad (2017); Fatima (2014); Yoon (2010); Jamipour et al. (2018); Mohammadian et al. (2017) is consistent. Customer experience originates from the customer's feelings. If the customer has a good feeling during the interaction with the seller online, it can be said that the seller has been able to provide a good customer experience. As a result, the impact of customer experience, whether positive or negative, is effective on the customer's post-experience behavior, and finally, companies that are unable to keep customers satisfied are gradually removed from the market.

The sixth hypothesis: the customer experiential factors have an effect on product competitiveness.

In the approaches of structural equations, the amount of T statistic is used to confirm the hypothesis. In this hypothesis, the standard coefficient of the effect of customers' experiential factors on product competition is equal to 0.253 and the significant number is equal to 2.36. Considering that the observed T statistic is greater than 1.96, the significance of the obtained coefficient is confirmed and thus the sixth hypothesis is accepted and it is concluded that the experiential factors of customers have a positive and significant effect on the factors of product competition. The results of examining this hypothesis with previous studies, Cetin, G., and Dincer, F. I. (2014); Pham and Faisal Ahmed (2017); Fatima (2014); Yoon (2010); Jamipour et al. (2018); Mohammadian et al. (2017) is consistent. For example, the research results of Cetin, G., and Dincer, F. I. (2014) showed that customer experiential factors such as previous shopping experience, positive and negative points of view are among the favorable outcomes of customer experience. Customers look for a business's weaknesses more than they look for its strengths, and they definitely share all their experiences with others. Advertising is very powerful and with the expansion of social networks, it works more powerful and wider than before. Therefore, providing a pleasant experience to the customer will increase the competitiveness of the product about the desired brand. Positive advertising and product competition means sharing the good feeling of customers from buying the product and service in social networks and talking about the good shopping experience. On the other hand, the negative and unpleasant experience of customers leads to negative advertising, which causes irreparable losses to the seller; Because of negative ads have a stronger impact on people's decisions than positive ads. The benefits of positive electronic advertising can help grow and develop and compete online.

In general, what is considered in this research and the results of the studies in its process is a new step in the field of business management and online marketing activities in social media. Our study provides several major theoretical and applied implications for understanding the antecedents and outcomes of customer satisfaction and experience:

- 1- We have created a more comprehensive model to reflect the total customer experience in the entire online shopping process that did not exist before. By examining a comprehensive set of customer experiences throughout the purchase process, our research provides stronger findings than previous studies. Pham et al. (2017) and Rose et al. (2012) are the only two studies that comprehensively conceptualize the antecedents and outcomes of customer satisfaction, but both studies did not consider the important role of post-purchase experience, and thus the results are inconsistent with ours.

- 2- Our study conceptualizes the important role of online after-sales services in retaining online customers. We argue that online after-sales services, including order fulfillment, return management, and customer service, are more important in retaining customers than website features. Beyond price, researchers have argued that two key dimensions of online retailing that drive customer satisfaction (and retention) are product performance and online after-sales service (order fulfillment performance, customer service). Product performance is often beyond their control because most are retailers and sell products manufactured by others, so the latter dimension becomes a key differentiator for online retailers hoping to build customer loyalty. While several studies in this area exist, to date, the relationship between online after-sales service (order fulfillment, product return) and customer behavior remains unexplored. Our study adds knowledge to this field, as research on the impact of order fulfillment and return management on customer purchasing behavior is scarce.
- 3- Our research provides additional insights into the differences in the effects of online shopping experience on customer loyalty between product search and experience that were not considered in previous studies.
- 4- Our study also provides several implications for managers. In general, companies should manage their customer experience on the three pillars of customer experience including before, during and after the purchase.
- 5- Regarding website features, e-businesses should make sure that their retail websites are user-friendly, easy to search and search for products, and facilitate the payment process. Websites must ensure payment security. Marketing strategies can emphasize the invulnerability and strength of encryption algorithms to protect users.
- 6- In relation to product information, electronic businesses should make it easy for customers to view and obtain accurate, consistent and comprehensive product information. Online sellers of products should make efforts to provide compact and extensive information, because customers need more information to reduce the risk of product procurement.
- 7- - Our findings show that although a well-functioning website makes customers happy, more effort needs to be made in order fulfillment, customer service, and return management. E-retailers should understand that order fulfillment is the most important determinant of customer loyalty, especially for new products. Good return management is the second most important factor in customer satisfaction. E-businesses should implement a customer-friendly return policy, responding quickly to customer questions, requests, and complaints are the third most important factor. This is especially important for e-retailing a product where consumers need more contact with sellers to clarify their confusion about the product.
- 8- The online business market is very competitive and transparent. Online shoppers can easily switch from one brand to another. They are not willing to pay more despite being satisfied with e-business.
- 9- Finally, despite the fact that e-commerce and the entry of emerging channels have been accompanied by a lot of noise, the gap in coherent research that studies the various dimensions of this emerging phenomenon, especially among internal studies and researches, is quite evident.
- 10- According to the findings of the research and the experiences of the researcher, the following suggestions are presented:

1) Based on the findings of the research, it was determined what are the antecedents and consequences of the customer's online experience in social media. Therefore, it is suggested that university programs in the fields of marketing, entrepreneurship, electronic business management and social media should be designed, planned and implemented based on the obtained symptoms and dimensions and themes.

2) Based on the results of the research, the dimensions and themes of customers' online experience in social media were obtained in 8 main categories, so the obtained dimensions and categories and their content can be used to evaluate the performance of social media and e-commerce.

3) Managers of electronic businesses and social media are suggested to force customers to use their capabilities effectively when shopping online. If this challenge is provided for customers in online shopping, the customer will achieve a positive evaluation of online shopping and tries to record this challenge as a positive cognitive experience in his mental classification. The most important challenge that website owners can create in the field of shopping on their website is to provide complete information about their products and various offers according to the needs of customers.

4) Considering that customers who often tend to buy from online websites share their experiences on social media, it is suggested to provide the possibility of sharing people's shopping experience or to encourage the sharing of these experiences for existing customers. And new customers who make purchases through them should be given gifts and discounts. This will show the customer that his existence is important to the target brand and that the company values his interactions.

- 5) Assigning a discount code to customers by a page or website expert will make the customer feel that he is treated as a special customer. This will increase his future purchases, improve his experience, and increase the likelihood of introducing and promoting the brand in question.
- 6) The results of the research showed that the customer's online experience has a positive and significant effect on the competition of the electronic product. The confirmation of this hypothesis shows that if a positive experience is created, customers will share their experience in the virtual space. Therefore, according to this issue, it is suggested that the page or website be managed in such a way as to provide a sense of narcissism in the customer after the purchase. This will make him easily tell and share his positive experiences of buying the product to others and introduce the brand.
- 7) Considering the confirmation of the impact of customization on the online experience of customers, it is suggested that, in order to make a person feel that he is a special customer and his interests are taken care of, an option called important and favorite products should be embedded during membership and registration on the website. That the customer can specify his interests and when he enters his personal page using his username, his favorite products will be shown to him. Also, when these products have a discount, inform the customer via email or SMS.
- 8) It is suggested that the physical and visible environment of the customers should be designed and created in accordance with their tastes and interests, so that the emotional factors of the customers are explored using online questionnaires and artificial intelligence from the desired social networks and in the structure of the social environment of the social media to provide easy sharing of content and interaction with other users for customers.

References

- Al-Mawali, H., Zainuddin, Y. and Nasir Kader Ali, N. (2012), "Customer accounting information usage and organizational performance", *Business Strategy Series*, Vol. 13, No. 5, pp. 215-223.
- Amini, K. (2014), "Evaluation of the mental image of Saipa and Iran Khodro from the point of view of Saipa's sales representative's network", Master's thesis, University of Tehran, Faculty of Management and Accounting.
- Bhattacharya, D., Carroll-Steward, K., Sutter, A., Chandler, M. and Forbes, C.T. (2018), "Climate literacy: insights from research on K-16 climate education", *Green Schools Catalyst Quarterly*, Vol. 4, pp. 26-35.
- Bilgihan, A., Barreda, A., Okumus, F. and Nusair, K. (2016), "Consumer perception of knowledge-sharing in travel-related Online Social Networks", *Tourism Management*, Vol. 52, pp. 287-296. <https://doi.org/10.1016/j.tourman.2015.07.002>
- Cetin, G. and Dincer, F. I. (2014), "Influence of Customer Experience on Loyalty and Word of Mouth in Hospitality Operations", *International Journal of Tourism and Hospitality Research*, Vol. 25, No. 2, pp. 181- 194.
- Constantinides, E. (2010), *Survival in the era of the empowered customer: turning the Web.2.0 menace into a strategic opportunity*, Work paper, retrieved January 11, 2012 from <http://files.meetup.com/>.
- Dehdashti S. and Dehyar, P. (2016), "Antecedents and consequences of consumer participation in virtual communities", *Smart Business Management Studies Quarterly*, Vol. 12, pp. 14-99.
- Dehqan, F., Piri Kamrani, M. and Karami, J. (2015), "The effectiveness of group spirituality therapy on increasing resilience", *Journal of Psychology and Religion*, Vol. 8, pp. 81-92.
- Fatima, S. (2014), "Antecedents and Consequences of Customer Experience Management - A Literature Review and Research Agenda", *International Journal of Business and Commerce*, Vol. 3, No. 6: Feb 2014, pp.32-49.
- Fornell, C., Larcker, D. F. (1981b), "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error", *Journal of Marketing Research*, Vol. 18, pp.50-139.
- Foroudi, P., Gupta, S., Sivarajah, U. and Broderick, A. (2018), "Investigating the effects of smart technology on customer dynamics and customer experience", *Computers in Human Behavior*, Vol. 80, pp. 271-282.
- Habibi, A. and Adanvar, M. (2017). *Structural equation modeling*, Pars Modiri Electronic Publishing, <https://parsmodir.com/book/sem-book.php>.
- HUI. (2017). *E-barometer*. [Online] Retrieved from: <http://www.hui.se/statistik-rapporter/index-ochbarometrar/e-barometer> [Accessed 11 May 2017].
- Jacobson, J., Gruzd, A. and Hernandez-Garcia, A. (2019), "Social media marketing: who is watching the watchers?" *Journal of Retailing and customer services*, Vol. 53(C). <https://doi.org/10.1016/j.jretconser.2019.03.001>
- Jamipour, M., Talari, M. and Baha Dari, M. (2018) 'Designing a framework for customer experience management in social commerce: a mixed approach', *Consumer Behavior Studies*, Vol. 6, No. 2, pp. 46-67.
- Kaplan, A.M. and Haenlein, M. (2010), "Users of the world, unite! The challenges and opportunities of Social Media", *Business horizons*, Vol. 53 No. 1, PP. 59-68.
- Kapoor, K.K., Tamilmani, K., Rana, N.P., Patil, P., Dwivedi, Y.K. and Nerur, S. (2018), "Advances in social media research: past, present and future", *Information Systems Frontiers*, Vol. 20, No. 3, pp. 531-558.
- Kawaf, F. and Tagg, S. (2017), "The Construction of online shopping experience: a repertory grid approach", *Computers in Human Behavior*, Vol. 72, pp. 222-232.
- Kempe, D., Kleinberg, J. and Tardos, É. (2003), "Maximizing the spread of influence through a social network. In *Proceedings of the ninth ACM Sigkdd*", International conference on Knowledge discovery and data mining, pp. 137-146.
- Khaluzadeh Mubarak, S., Manian, A. and Hasanqolizadeh Yasuri, T. (2018), "Designing a model to improve customer experience and response using social media marketing", *Bi-Quarterly Journal of Consumer Studies*, Vol. 6, No. 1, pp.287-309.
- Khanzadeh, H., Rahnavard, F., Bamdad, N. and Mahmood Zadeh, M. (2018), "Explanation Model of Tourism Competitiveness in Iran Touristic Cities", *Scientific Quarterly Journal of Modern Marketing Research*, Vol. 11, pp. 45-68.
- Klaus, P. (2013), "The Case of Amazon.com: towards a conceptual framework of online customer service experience (OCSE) using the emerging consensus technique (ECT)", *Journal of Services Marketing*, Vol. 47, No. 6, pp. 433-457.
- Kumar, A. and Anjaly, B. (2017), "How to measure post-purchase customer experience in online retailing? A scale development study", *International Journal of Retail & Distribution Management*, Vol. 45, No. 12, pp. 1277-1297.

- Lien, C. H., Wen, M. J. and Wu, C. C. (2011), "Investigating the relationships among e-service quality, perceived value, satisfaction, and behavioral intentions in Taiwanese online shopping", *Asia Pacific Management Review*, Vol. 16, No. 3, pp. 211-223.
- Loiacono, E.T. and Deshpande, S. (2014), 'WebQual and Its Relevance to Users with Visual Disabilities. In: Nah, F.F.H. (eds) HCI in Business. HCIB 2014", *Lecture Notes in Computer Science*, Vol 8527. Springer, Cham. https://doi.org/10.1007/978-3-319-07293-7_54
- Loureiro, S.M.C. and Roschk, H. (2013), "Differential Effects of Atmospheric Cues on Emotions and Loyalty Intention with Respect to Age under Online/Offline Environment", *Journal of Retailing and Consumer Services*, Vol. 21, No. 2, pp. 211-219.
- Martin, J., Mortimer, G. and Andrews, L. (2015), "Reexamining online customer experience to include purchase frequency and perceived risk", *Journal of retailing and consumer services*, Vol. 25, pp. 81-95.
- Mohammadian, M. and Naeli, M. (2017), "Analysis of customer experience and its place in marketing literature", *Business Reviews*, No. 94-95, pp. 85-103.
- Montazeri, M., Ebrahimi, A., Ahmadi, P. and Mahla, A. (2014), "Factors affecting purchase intention in e-commerce", *Journal of Business Management*, Vol. 6, No. 3, pp. 207-226.
- Nambisan, P. and Watt, J. H. (2011), "Managing customer experiences in online product communities", *Journal of Business Research*, Vol. 64, No. 8, pp. 889-895.
- Novak, T.P., Hoffman, D.L. and Yung Yiu-Fai. (2000), "Measuring the customer experience in online environments: A structural modeling approach", *Marketing Science*, Vol. 19, No. 1, pp. 22-42.
- Oliveira M.J. and Huertas M.K.Z. (2015), "Does Life Satisfaction influence the intention (We-Intention) to use Facebook?" *Computers in Human Behavior*, Vol. 50, pp. 205-210.
- Parasuraman, A., Zeithaml, V., and Malhotra, A. (2005), "E-S-QUAL: a Multiple-Item Scale for Assessing Electronic Service Quality", *Journal of Service Research*, Vol. 7, No. 3, pp. 213-233 .
- Pham, S.T.H. and Faisal A.M. (2017), "Antecedents and Consequences of Online Customer Satisfaction: a Holistic Process Perspective", *Technological Forecasting and Social Change*, April 2017, DOI: 10.1016/j.techfore.2017.04.003.
- Pine, B.J. and Gilmore, J.H. (1999), *The Experience Economy: work Is Theatre and Every Business a Stage*, Boston, MA: Harvard Business School Press.
- Pourrashidi, R., Mehdizadeh, S. and Sheikhpour, M. (2013), *Investigating the impact of social media on marketing and advertising*, Tehran, Mobin Cultural Ambassadors Institute.
- Qazi Tabatabai, M., Rezaei Sharif, A., Hijazi, E. and Ajei, J. (2012), "Developing and preparation of school bonding questionnaire (SBQ) in students", *School Psychology*, Vol. 3, No. 1, pp. 55-67. doi: jsp-3-1-93-3-4
- Quan, S. and Wang, N., (2004), 'Towards a Structural Model of the Tourist Experience: An Illustration from Food Experiences in Tourism", *Tourism Management*, Vol. 25, No.3, pp. 297-305. DOI:10.1016/S0261-5177(03)00130-4
- Rose, S., Clark, M., Samouel, P. and Hair, N. (2012), "Online Customer Experience in e-Retailing: an empirical model of Antecedents and Outcomes", *Journal of Retailing*, Vol. 88, No. 2, pp. 308-322.
- Safaei Ghadiklaei, A., Aghajani, H. and Dargahi, H. (2012), "Presenting a Combined Approach of Fuzzy Multi-Criteria Decision-Making Techniques for Prioritizing Global Production Acquisition Strategies (Case Study: Mazandaran Steel Industries)", *Journal of Operations Research and its Applications*, Vol. 9, No. 2, pp. 81- 99. (In Persian)
- Scott, D. M. (2010), *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing, & Online Media to Reach Buyers Directly*, Canada: John Wiley & Sons.
- Sifi, (2019), from <https://www.hibrand.ir/>.
- Shahdoost, N. (2018), *What is Customer Experience Management*, GCCRM International Marketing Group, Tehran: Marketing Publications.
- Sheng, M. and Teo T. (2012), "Product attributes and brand equity in the mobile domain: The mediating role of customer experience", *International Journal of Information Management*, Vol. 32, pp. 139-146.
- Sierra, J., Badrinarayanan, V. and Taute, H. (2016), "Explaining behavior in brand communities: a sequential model of attachment, tribalism, and self-esteem", *Computers in Human Behavior*, Vol. 55, pp. 626-632.
- Tsai, S. (2005), "Impact of personal orientation on luxury-brand purchase value", *International Journal of Market Research*, Vol. 47, No. 4, pp. 177-206, DOI:10.1177/147078530504700403
- Van Loy, A. (2015), *Social Media Management*, Translated by Roshandel Arbatani, T., University of Tehran, Publishing Institute, first edition.
- Wertz, C. E., Linn, R. L. and Jöreskog, K. G. (1974), "Interclass Reliability Estimates: testing Structural Assumptions", *Educational and Psychological Measurement*, Vol. 34, No.1, pp. 25-33.
- Wibowo, A., Chen, S.-C., Wiangin, U., Ma, Y. and Ruangkanjanases, A. (2020), 'Customer Behavior as an Outcome of Social Media Marketing: the Role of Social Media Marketing Activity and Customer Experience", *Sustainability* 2021, Vol. 13, No. 1, p.189, <https://doi.org/10.3390/su13010189>
- Yoon, C. (2010), "Antecedents of customer satisfaction with online banking in China: the effects of experience", *Computers in Human Behavior*, Vol. 26, No. 6, pp. 1296-1304.
- Zatori A., Smith M. K. and Puczko L. (2018), "Experience-involvement, memorability and authenticity: the service provider's effect on tourist experience", *Tourism Management*, Vol. 67, pp. 111-126. doi: 10.1016/j.tourman.2017.12.013.
- Zhihaben, D. and Shihab, M. R. (2016), "Customer social experience as antecedents of social commerce: Insights from Kaskus", In *2016 International Conference on Advanced Computer Science and Information Systems (ICACSIS)*, pp. 251-256. IEEE.